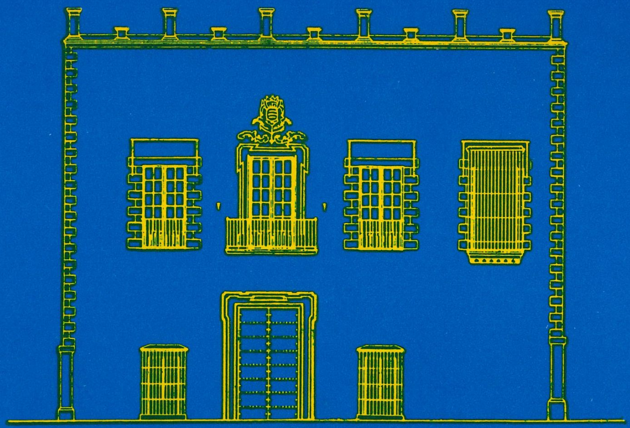


Fundación ANDALUZA de FLAMENCO

C/. CORREDERA, N.º 53
11402 JEREZ DE LA FRONTERA
(CADIZ) ESPAÑA

Fundación ANDALUZA de FLAMENCO

ESPAÑA

JUNTA DE ANDALUCIA

Consejería de Cultura

Diputación de Cádiz

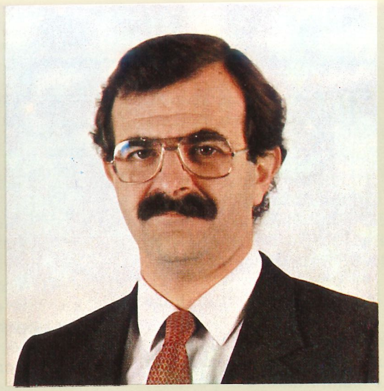
AYUNTAMIENTO DE JEREZ

CAJA DE AHORROS DE JEREZ

PHOTOGRAPHS:
Pages 7, 9 and 11:
«Flamenco Art and Artists». Fernando el de Triana.

Page 10:
«The Guitar». Manuel Cano.

Translated By: Miriam CASEY



The creation of The Andalusian Flamenco Foundation is a real landmark in the History of this Art, which is perhaps in itself the truest Art form found in Andalusia. During the course of two centuries this Art was left to us by legendary figures, themselves slighted by all, ignorant of their exceptional culture. This Andalusian Art was born of a fusion of so many different cultures which left behind them the wisdom of our Andalusian Land.

When Flamenco Art is now recognized throughout the world, the Andalusian Government have been the first to open the way to formalise and spread its transcendental importance. The Andalusian Flamenco Foundation was set up as a centre whose primary function is the preservation of this outstanding phenomenon.

The principal aim of The Andalusian Flamenco Foundation is to uplift this Art from the folkloric ghetto in which it has found itself pigeonholed for so many years. The Foundation will provide the means for the study, investigation, preservation and promotion of this precious jewel of the Andalusian Culture in all its boundless beauty.

José Rodríguez de la Borbolla y Camoyán
President of the Junta of Andalusia
Honorary President of the Andalusian Flamenco Foundation

Nature and objectives of the Foundation

The Andalusian Flamenco Foundation is a private cultural foundation, limited to the Andalusian provinces. It has been founded by the Consejería de Cultura de la Junta de Andalucía, the Diputación de Cádiz (Cadiz County Council), The Town Hall of Jerez, and the Caja de Ahorros de Jerez (Jerez Savings Bank).

As specified in Article 2, its objectives are as follows:

A) «To safeguard and promote the traditional values and regional character of as many artistic manifestations as possible, both literary and musical. Also to bring to light the knowledge and feelings of the Andalusian people, in relation to Flamenco song, dance and guitar music».

B) «To investigate, recuperate, teach and popularize all of those values of a most profound Andalusian nature. This is to be achieved through the organisation of seminars, courses, intensive courses, meetings and as many other acts to aid in the spreading of Flamenco, with for example the editing of popular publications, specialized journals, magazines and essays, etc. on the theme of Flamenco».

C) «To collect and put on display as many documents, objects and material that are related to this Art. These objects can range from historical books and documents, to prints, films and literary material that try to keep alive the History of Flamenco as a prime example of the feelings and knowledge of the Andalusian people».

The Andalusian Flamenco Foundation is, therefore, pursuing a complete intervention for the promotion of Flamenco Art, by means of a Centre which offers the most diverse services and programmes, directed principally to the following groups of people:

1) Investigators and students of Flamenco, in whatever sphere, whether they are of Spanish nationality or not.
2) Present-day artist and creators of Flamenco song, music and dance.
3) The general public and the enthusiasts, who are the authentic «consumers» of Flamenco.
4) A much wider group; the tourists. Here the objective is fundamentally, to attempt to show these visitors, in a serious fashion, just what Flamenco Art really is, thereby, opening the doors to new publics.
5) The young and adolescent Andalusian population. Here we shall try to link this Art with the cultural preferences of the new generations, as it is the only way to preserve and keep alive the Flamenco Tradition.

Jerez, a city of undoutable Flamenco roots will house this Centre. The Central Office of the Foundation is the Pemartín Palace, located right in the heart of the Santiago district.

The aim of The Andalusian Flamenco Foundation is an attempt to integrate Flamenco Art with other Andalusian cultural activities and to uplift it from the position of a «ghetto» culture in which it finds itself today. Finally, the Foundation hopes to find a definite dignified place for Flamenco Art in the Spanish cultural world. This they hope to achieve through the conservation of all that the History of Flamenco has left us in its two hundred years of public life, by the popularization of the best of its music and always with the criteria in mind of maintaining the greatest respect towards its tradition, but without establishing rules and regulations which are sometimes far too strict and spark of a rigid conservatism.

Structure of the Foundation

The Foundation is made up of the following bodies:

— The Governing Body, which is the most important group of the Foundation and is made up of representatives of all of the founding institutions.
— An Executive Committee, whose function is to govern and administer the day to day running of the Foundation.
— A General Director. His job is to carry out the different programmes of the Foundation.
— An Advisory Board. This group is to be formed by important personages from the Flamenco world. Their task is to orientate the Foundation in all its activities by their suggestions.

The following is a list of the members of the various groups:

THE GOVERNING BODY

HONORARY PRESIDENT:	Sr. D. José Rodríguez de la Borbolla. President of the Junta of Andalusia.
ELECTED INHERENT	
RULING PRESIDENT:	Sr. D. Javier Torres Vela Minister of Culture of the Junta of Andalusia
FIRST VICE-PRESIDENT:	Sr. D. Pedro Pacheco Herrera Mayor of Jerez
SECOND VICE-PRESIDENT:	Sr. D. Antonio Fernández García. Provincial Minister
COMMITTEE MEMBERS:	Sr. D. Sebastián Saucedo Moreno, Provincial Minister of the Consejería de Cultura in Cadiz. Sr. D. Mario Vega Rodríguez, President of Jerez Savings Bank Sr. D. Antonio Zapata García, President of The Andalusian Confederation of Flamenco Clubs.
ELECTED MEMBERS	
	Representing the Consejería de Cultura of the Junta of Andalusia: Sr. D. Francisco Vallecillo Pecino Sr. D. Pedro Navarro Imberlón
	Representing Jerez Town Hall: Sr. D. Cristóbal Romero Gandolfo Sr. D. Juan Taboada Saborido
	Representing Cadiz County Council: Sr. D. Fernando Suárez Rodríguez Sr. D. Mariano León Moreno
	Representing Jerez Savings Bank: Sr. D. Jesús Mantaras García-Figueras Sr. D. Mariano Ruiz Carretero
	To be proposed by the Advisory Board and to be chosen among important personages in the Flamenco world. Sr. D. Manuel Ríos Ruiz Sr. D. Manuel Cano Tamayo
SECRETARY:	Sr. D. Salvador Salvago Mora
GENERAL DIRECTOR:	Sr. D. Joaquín Carrera Moreno

THE EXECUTIVE COMMITTEE

PRESIDENT:	Sr. D. Javier Torres Vela
COMMITTEE MEMBERS:	Sr. D. Francisco Vallecillo Pecino Sr. D. Juan Taboada Saborido Sr. D. Antonio Fernández García Sr. D. Mariano Ruiz Carretero Sr. D. Antonio Zapata García
SECRETARY:	Sr. D. Salvador Salvago Mora
GENERAL DIRECTOR:	Sr. D. Joaquín Carrera Moreno

GENERAL DIRECTOR

Sr. D. Joaquín Carrera Moreno

THE ADVISORY BOARD

Sr. D. Manuel Ríos Ruiz
Sr. D. José Manuel Caballero Bonald
Sr. D. Antonio Reina Gómez
Sr. D. Félix Grande Lara
Sr. D. Manuel Cano Tamayo
Sr. D. Alfredo Sánchez Fernández
Sr. D. Juan Ignacio González Merino
Sr. D. Luis Suárez Avila
Sr. D. José Blas Vega
Sr. D. José Luis Buendía López
Sr. D. Juan de Dios Ramírez Heredia
Sr. D. Sabas de Hoces Bonavilla
Sr. D. Bernard Leblon
Sr. D. Manuel Martín Martín
Sr. D. Manuel Moreno «Morao»
Sr. D. Antonio Fernández Díaz «Fosforito»
Sr. D. Antonio Murciano González

Building and Services

In order to carry out the aforementioned objectives, The Andalusian Flamenco Foundation will use as its central office the Pemartín Palace.

THE FLAMENCO MUSEUM
The Flamenco Museum will be comprised of four Exposition Halls, in which the Foundation will attempt to reconstruct the History of Flamenco. The Exposition Halls will be divided as follows:

EXPOSITION HALL NO. 1:
This is a large hall in which the History of the Gipsy People will be depicted, together with their exodus throughout the centuries and their linking in Andalusia itself with other cultures (Jewish, Moslem, etc.) and finally the phenomenon mixture of cultures which gave birth to Flamenco.
This area will be divided into two different sections:
1) CARAVAN THROUGH THE CENTURIES: Here the Historical and Cultural Journey of the Gipsy People will be depicted, right uptil their arrival in Spain.
2) ANDALUSIA, THE REENCOUNTER WITH THE ORIENT: This section will explain the cultural forms, especially musical, found in Andalusia during the XV, XVI and XVII centuries, which sprang from the fusion of so many different cultures.

EXPOSITION HALL NO. 2:
This hall shall also be divided into two sections:
1) THE BIRTH OF FLAMENCO, which will deal with the 18th century following the trail of the first news of Flamenco up to the year 1780.
2) THE EARLY YEARS, which will deal with the period from the late 18th century upto the mid 19th century, with the apperance of the first big names in Flamenco Art, from Tío Luis el de la Juliana to Planeta and el Fillo.

EXPOSITION HALL NO. 3:
THE GOLDEN AGE OF FLAMENCO.
This hall will deal with the café-singers, concentrating on the second half of the 19th century. It will show the true evolution of the songs, guitar music and dance during these fifty years and also the numerous artists that were abound in what we today call «Flamenco» (Tomás el Nitri, Silverio, etc.).

EXPOSITION HALL NO. 4:
This area is dedicated to the study of the 20th century and is divided into three periods:
1) The years between 1900 and 1930, in which the most important figures of this period will be mentioned, with special reference to Don Antonio Chacón and Manuel Torre.
2) The years between 1930 and 1950, an important period for what came to be known as the «Flamenco Opera», started during these years.
3) From the 1950s up to the present-day.
This Exposition Hall will deal with the fundamental milestones of the Flamenco investigators, from Demófilo to the present-day.
It will include the devaluing and reassessing movements that the Spanish intellectuals have undertaken in connection with Flamenco (the generation of 98, antiflamenco, the jondo song contest in 1922, etc.).
The Flamenco Museum will have on display objects, pictures, prints, sculptures, maps, photographs, musical instruments, etc.

GRAPHIC AND VIDEO ARCHIVES
This area will principally contain photographs and either originals or reproductions of prints on the Flamenco theme. These will be especially geared towards the students or lovers of Flamenco.
The video Bank will be compiled of existent films about Flamenco, ranging from old documentaries, television serials, newsreel clips, recent video clips, etc. All of this material will be available for listening for those interested in the Consulting Rooms, with individual audio and video listening booths for their use.



THE FLAMENCO SOUND LIBRARY
This sound library will contain records of our heritage and tapes of Flamenco music, ranging from the old slate records to the latest recording in compact-disc. This library will have the best up-to-date collection of private collectors and all the records will be available for listening, for all those interested, in the Audition Room, with individual listening booths, each with its own digital tape recording system, for both seeing the films and for listening to music.

REFERENCE LIBRARY
In this library all the books, magazines, thesis, etc. that have been written throughout the world about Flamenco Art, will be collected. They will be available for students and investigators, or any other interested parties to consult.
Ranging from old manuscripts and rare articles to the latest unpublished thesis from European Universities, can be consulted in the library.
With regards to the Press Library, here one can find one of the largest collections of specialized Flamenco journals and magazines, as well as every kind of newspaper clipping about Flamenco, with special emphasis given to this century. There will also be articles, reports, etc. that have appeared in other magazines.

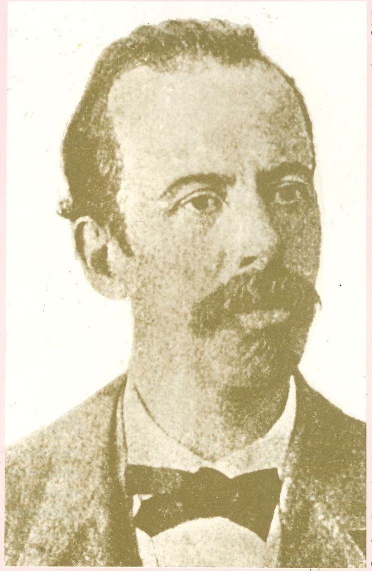
DANCE AND GUITAR CLASSROOMS
The centre will have both a Dance room and a Guitar classroom, technically equiped to create optimum learning situations in both arts. These classrooms will be used for courses which the Foundation will organize.
These courses are divided into two groups:
1) Groups of foreigners, who have already learnt the basics, in both guitar music and dance. These groups of people will be offered courses to improve their standards in both arts.
2) Young artists of Flamenco dance and guitar, who will be taught under the guidance of the great masters.
The rest of the Foundation's Head Office is given over to an indoor auditorium, equipped with all the latest projection systems, suitable for the organisation of conferences, seminars, etc. There is also an outdoor auditorium, located in the rear gardens of the Palace and which will be used for small Flamenco shows.

Programmes for 1987

Although the central office of the Foundation, together with all of the above mentioned services, will not be inaugurated until 1988 owing to the renovations that are being carried out on the Pemartín Palace, throughout 1987 The Andalusian Flamenco Foundation will undertake a series of programmes aimed at the promotion of Flamenco Art.
The programmes that are outlined here do not cover all the areas that the Foundation will deal with in the near future. Important objectives, like the international promotion of Flamenco Art, video productions and video clips, expositions, etc. will be undertaken from 1988 onwards, due to the logical impossibility – and lack of both time and money –, to simultaneously iniciate all of these areas of work.
The Foundation will undertake the following programmes in 1987:

THE ANDALUSIAN FLAMENCO FOUNDATION FIRST INVESTIGATION PRIZE

This prize will be awarded to the best monograph or unpublished study that is presented on the Flamenco theme, in whatever one of its many aspects. The prize is one million pesetas and the later publication of the winning prize. The closing date for entry is 10th December 1987.


Antonio Machado y Alvarez "Demofilo"

THE ANDALUSIAN FLAMENCO FOUNDATION'S PAINTING COMPETITION

This prize will be awarded to the best painting with a Flamenco theme. There will be prizes for the three best paintings. The first prize is five hundred thousand pesetas, second prize of three hundred thousand pesetas and a third prize of two hundred thousand pesetas. The winning paintings will be on permanent display in the Foundation's Museum and may possibly be used for future posters. The closing date for entry is 20th September 1987.

FLAMENCO STUDIES LIBRARY

Under this name the Foundation will edit a collection of books on Flamenco. The number of books will be approximately four volumes annually and they will deal with the most important of recent investigations on Flamenco Art. The Foundation will also reprint books of historical interest, which are out of print today.
The library will be divided into three sections:
Section a) FLAMENCO TIME: Here books of a general nature will be housed.
Section b) FLAMENCO STORIES: Here monographs that deal with the History of Flamenco Art will be housed.
Sectionn c) SOUTHERN SONGS: Here there will be a collection of song sheets with their music and letters, of both well-known artists and anonymous.

FUND FOR NEW INVESTIGATORS

A fund will be set-up to award grants to new students for their projects on Flamenco Art. These grants will be awarded to persons of all ages, who are undertaking, for the first time, an investigation of this sort. The candidates must comply with certain norms for the successful completion of their projects. They must also work under the guidance of a tutor which the Foundation will name. The finished projects will become the property of the Foundation who also have the right to publish them.

THE ANDALUSIAN FLAMENCO FOUNDATION'S NEWS REVIEW

This news review or bulletin will be published every three months or so. It will be distributed to all of the Flamenco Clubs, Artists and Spanish Cultural Organisations.
Its objective is to serve as a source of interchange of ideas and information in relation to all of the areas of Flamenco Art. It will fundamentally contain:
— Information on the Foundation's activities.
— Sections on «The History of Flamenco on Record», reviews of other publications, letters from the readers, etc.


Tomás el Nitri

— Information about the main Flamenco Events.
— Publication of circulars, etc. of general interest to the Flamenco world.
— Information on the activities of the Flamenco Clubs.
— Articles on Flamenco studies and much more.

SEMINARY: «TWO CENTURIES OF FLAMENCO»

This decade sees the anniversary of two hundred years since the appearance of Flamenco, which we can date back to the year 1780.
This seminary hopes to be both a homage and a reflexion on these two centuries of Flamenco.
The seminary will be divided into five thematic blocks:
1) Flamenco in language and literature.
2) Studies made on Flamenco Art.
3) Two hundred years of song.
4) The Flamenco Guitar, between tradition and renovation.
5) Flamenco dance through the centuries.
Each section will have its own speakers and deal with different reports.
This seminary will take place in Jerez next spring, and it will go on for one week.

RECORD COLLECTION

This record collection will go under the title of «The songs of Tío Luis», and here the objective is to promote records of exceptional interest which do not have the possibility of being exploited on the present-day commercial market for Flamenco music. It will include, for example, the reprinting of historical



GITANOS GRANADINOS

recordings in the hope of bring alive the great masters of former times. This colletion will have an annual turn-out of approximately four volumes.

GRANTS

The grants which the Foundation will award are geared towards the furthering of work projects and activities of general interest in the context of Flamenco Art. These grants are not for the financing of individual artistic projects. With this criteria in mind, the following grants have been planned for 1987:

THE XV NATIONAL CONGRESS OF FLAMENCO ART

This event will be held in Benalmádena, as the organisation in Madrid have communicated that they are unable to do so this year.

INSTITUTION FOR SENIOR CITIZEN FLAMENCO ARTISTS

The Foundation wishes to maintain a spirit of solidarity with the work carried out by the Institution for Senior Citizen Flamenco Artists. The Foundation will award grants to aid the Senior Citizen Flamenco Artists who do not have pensions. These individuals, who gave the best



Silverio

years of their lives to Flamenco Art, deserve at least, this small detail and recognition.

FUND FOR ARTISTIC PERFORMANCES

A fund will also be set up for the organisation of artistic performances in Andalusia, in cooperation with other institutions, with the objective in mind of spreading Flamenco Art throughout the provinces of Andalusia.



Manuel Torre

Further information regarding any of these programmes can be obtained from The Andalusian Flamenco Foundation, Calle Corredera-53, 11402 Jerez de la Frontera. Province of Cádiz - SPAIN.

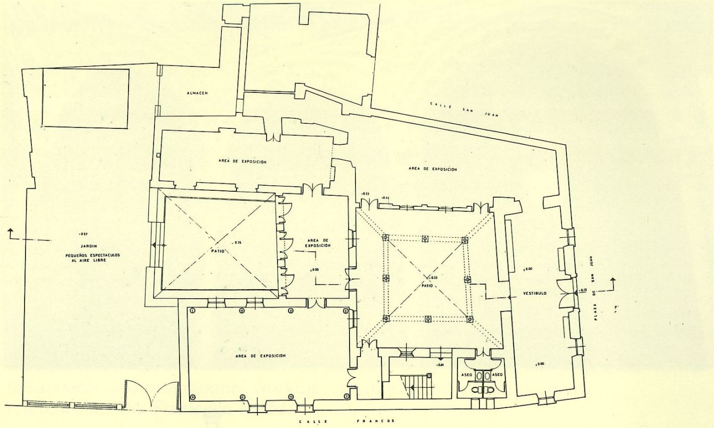
The foundation's head office

The Pemartín Palace, a noble Jerez house, is the Central Office of the Foundation. The Palace is located right in the heart of Santiago, perhaps the most genuine corner to be found in all of Andalusia of the Flamenco World. It is here that the Foundation will carry out its work. The renovations will be completed by 1988 and the Foundation will be officially opened the same year.
The Foundation have tried throughout the renovations of the Palace to maintain the former beauty, both Historical and Artistic, of the building, while attempting to harmonize the necessary functionality of the Foundation. (See the plans that are included in this booklet). Once finished and with all of the services and programmes working, it will become a focal point of reference for the Flamenco world.



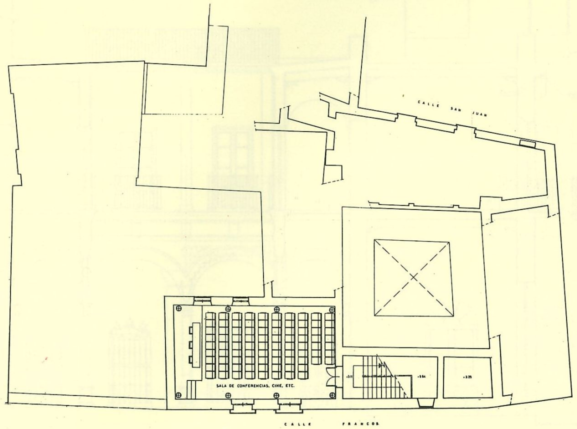


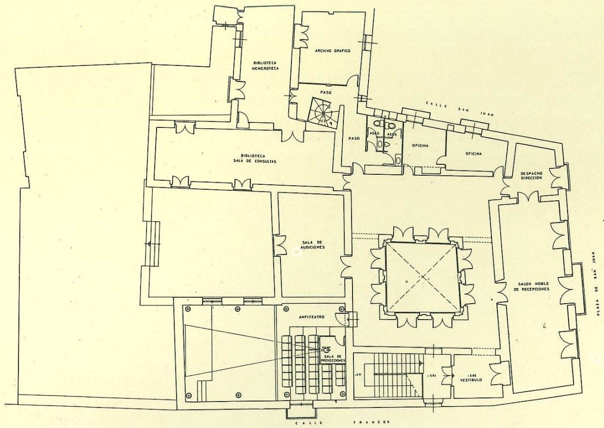
Head Architect of the Renovation work:
J. RAMON DIAZ PINTO
Town Planning Office, Jerez.



GROUND FLOOR
Entrance Hall, together with a Souvenir Shop and a Reception area for visitors.
Flamenco Museum.
Exposition Hall No. 1.
Flamenco Museum.
Exposition Hall No. 2.
Flamenco Museum.
Exposition Hall No. 3.
Flamenco Museum.
Exposition Hall No. 4.
Exposition Hall for expositions of a temporary nature.
Small Garden.
Large Garden with an auditorium for out-door shows.
Storage Room.

FIRST FLOOR
Conference Room.
Cinema.





SECOND FLOOR
Entrance Hall.
Reception Room and Meeting Room.
Director's Office and General Staff Offices.
Conference Room.
Small cinema.
Audition Room.
Library and Consulting Room.
Press Library and Archives.
Graphic and Video Library.
Flamenco Sound Library.

TOP FLOOR
Classroom 1. Guitar.
Classroom 2. Dance.
Photograph Laboratory.

Spare Room.
Store.

